



Case Study of Jericho's

Keys to Success



Project Description



Economic Value



Challenges & Advice



Benefits



Stewardship Meaning



When Donald Jackson bought the former Gas n' Go gas station and food mart, now called Jericho's, in December 2010, he had already worked there for more than two years and knew a lot about running the business. But he soon had the opportunity to learn about other ways to make his business more profitable by cutting waste and energy usage.

Natalie Cooke, an environmental program specialist from the Division of Compliance Assistance (DCA), contacted Jackson to offer assistance by providing tips to make the station more efficient and lessen the impact on the environment.

Cooke was involved in DCA's study of gas stations, focusing on the facilities located in Franklin and Laurel counties. Funded by a grant from the U.S. Environmental Protection Agency, the purpose of the gas station study was to determine if environmental assistance provided to the stations would improve compliance rates and produce more

sustainable behaviors than would be achieved through traditional inspections and oversight.

The facility assessment began with Jackson and Cooke touring the entire building and grounds, making notes about water and energy usage in each area of the gas station and food mart.

Jackson listened to Cooke's ideas and decided to give them a try. When the utility bills arrived a month later, he was surprised at the dramatic results that had been achieved after making a few no-cost changes at his station.

“At first, I didn't believe it when the bills came in,” he says. “My electric bill had dropped from \$1,300 a month to \$800.”

“I was very amazed that the young lady took the time to show me several things to change,” Jackson says. “We checked the water heater, and I realized that we don't need to have a full tank of water, so I decreased the water level. The men's restroom had a water leak, a constantly dripping faucet, which I then had repaired. In the office, I began unplugging lots of things at night, like radios and lamps.”

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? With all of the suggestions he received to conserve energy and save on utility bills, Jackson realized that he still had to provide a certain level of light and comfort for his customers, which he is able to do. Not only does the facility, which is located in Frankfort, sell gasoline, food and gift items, but Jackson and his employees provide an additional service for their customers by preparing a wide variety of hot lunch items, including full meals of meat and vegetables, in the store's kitchen, five days a week.

For more than three hours, the stove's burners and ovens are in constant use. So when the appliances heat up the interior of the store, Jackson sometimes uses fans to cool the kitchen area, and the comfort level in the store is not compromised.



Fewer canopy lights are needed on sunny days, decreasing energy usage.

Some of the lights in the coolers were shut off because customers didn't need the lights to see what was available. During the daylight hours, there was no reason to use all of the canopy lights over the gas pumps. Now Jackson uses one section of lights instead of eight when it's light.

As with the office, anything not being used in the kitchen is unplugged. Since security lights are the only lights that are needed after hours, all cooler lights are turned off.

\$ "At first, I didn't believe it when the bills came in," says Jackson. "My electric bill had dropped from \$1,300 a month to \$800. My water bill went from \$80 to \$54, so if you repair those leaks, you will see a difference."

+ Another idea that Jackson liked was to use eco power strips to decrease vampire energy usage in the store. Encouraged by his success with simple steps to be environmentally friendly, Jackson looked for other ways to save money and energy. Next, he turned off a few of the overhead light bulbs inside the building and found that it did not



Display case lights are on only when it is necessary to see the products.

affect the amount of light in the building. From these easy-to-do, no-cost measures came impressive results.

🌿 Jackson is so excited with the rewards from his efforts that he is planning more changes for his station and food mart, such as recycling more than aluminum cans and switching all of his incandescent light bulbs to compact fluorescent lights (CFL).

"I'm a believer now," he says with a grin. "Try these steps—they work!"

Helpful Hint: Saving on energy usage doesn't require spending a lot of money or time. Begin by looking for simple ways to cut out waste.